

Satoshi's Closet: Streetwear on Blockchain



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Abstract. In our hyperconnected, hype beast world where each new technology, creator, and limited edition release are the next big thing, and culture permeates instantly through social technology, the only questions that matter are what's now and what's next. What's now in streetwear is a golden era in which designers and tastemakers have more influence than ever before, and brands are pushing boundaries and producing highly desirable product for frothy audiences. Yet, while boundaries are being pushed, it can't help but feel like the same themes are being retread. Design, drop, sell, rinse, repeat. Mashups and logo play are fun, and tight aesthetics are prerequisite, but what is the next level that will change the game? Enter blockchain technology and cryptocurrency as a means to radically transform how apparel is sold, *resold*, and integrated into our digital future — changing not only the apparel game, but how we think about and transact value.

1. Introduction

Satoshi's Closet is the world's first streetwear brand built on blockchain. More than Bitcoin logos and HODL memes, Satoshi's Closet is a technological and social bridge to Our Crypto Future — an experiential approach to crypto and the future of digital lifestyle and commerce through apparel and technology. Limited edition items are provably rare and authenticated using ERC-721 tokens [1], while smart contracts enable innovative product releases, drop economics, and secondary markets. Physical crypto wallets - both fashionable and functional - blur the line between material and digital worlds.

Our company exists for two reasons. The first is to provide a vehicle for the future of streetwear and culture, satisfying an appetite for that which is novel, fun, and thought-provoking through technology and artistic expression. The second is to educate and advocate for the mainstream adoption of cryptocurrency as a basis for global economic exchange through visual and experiential storytelling and collaboration with partners who share complementary ideals and principles.

2. What is value? What is valued?

What makes a Supreme t-shirt retail for \$78, and resell for hundreds - even *thousands* [2] - of dollars? Why does someone drop \$1,300 for a Louis Vuitton handbag, while someone else cops a Canal Street knockoff for fifty bucks? Why is gold worth more than silver?

Is it the quality of the material and its craftsmanship? The physical utility? Its scarcity? Or is it the idea of the object — the story it tells, or what it says about the owner for possessing it. The feeling it evokes when worn, touched, experienced, seen. The message it conveys to the world.

Bitcoin is sometimes equated to digital gold. Highly coveted goods - even a pair of sneakers - are sometimes treated just as precious. But why are these items considered valuable? Gold is valuable both because it is rare and because people agree it holds value. The same can be said for a work by Basquiat, or a limited edition Kid Robot figurine. Scarcity is not enough. Social agreement is required. The world could have a finite supply of 100,000 tons of (hypothetical) unobtainium, but if nobody agrees it has value then it's a bunch of worthless rocks. So it goes for cryptocurrency. A finite supply - such as the theoretical maximum of 21 million existent Bitcoin [3] - will (or won't) be worth something because people collectively make that determination. Buying into crypto is buying into a vision of the future, one that is a self-fulfilling prophecy in that participation helps make it real.

3. Crypto and Streetwear

Streetwear offers the perfect application for both cryptocurrency and blockchain technology (two distinct though related topics that we will unwind over time). First, as a vehicle to both educate and cultivate adoption through cultural permeation — given a \$175 billion dollar global streetwear market at the forefront of fashion [4], the eyeballs are unquestionably there. And second, through practical applications, as a global market of counterfeit goods (including streetwear and luxury fashion) in the hundreds of billions of dollars [5] exemplifies a problem that blockchain is perfectly positioned to solve. Someone can knock off a shirt or a hat or whatever, but they can't forge a unique crypto token.

Streetwear consumers are also among the most tech and market savvy buyers, yet tons of room exists for innovation to shake up the existing drop model in which stores spring open the doors for shoppers to buy online and in-store the same way time after time. The most coveted releases see overnight queues on sidewalks and ecommerce bots waiting to pounce as the clock strikes drop time. Some buyers walk away happy, more walk away empty-handed, and yet others are only there to flip on eBay or StockX the next day, creating a secondary market for apparel projected to be worth \$20 billion by 2022 [6]. In Our Crypto Future, smart contract technology enables unique drops featuring novel pricing models, rewards, provably fair gamification, and pre-programmed secondary market dynamics.

As with streetwear market dynamics, much room exists to improve usability and interaction design in the crypto and blockchain space. Satoshi's Closet is primed to both convey the possibilities of this technology and help usher it into the practical present through effective communication and intuitive digital design.

4. Our Crypto Future

Satoshi's Closet is, unabashedly, an effort to put a thumb on the scale to invent Our Crypto Future, a future based on principles of fair exchange, woven with threads of creative disruption and productive upheaval. A future in which value is determined by the collective will and imagination of people, not by the full faith and credit of an opaque central authority.

We believe it audacious to launch a brand on the presumption of shifting and designing culture, creating and shaping markets. We find it similarly audacious for a new economic paradigm of cryptocurrency to challenge the existing system of centrally-controlled capital and economic power.

The future is unwritten, and ours to create. We ask you to join us in its creation.

5. Our Mission & Principles

1. To create cool \$#I@T and promote fun, mutual respect & equitability
2. To invent Our Crypto Future through storytelling, crypto literacy, and apparel
3. To build technology that is sufficiently decentralized such that the ecosystem we create continues to function even if the company ceases to exist

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